



# IPI Newsletter

A Quarterly Newsletter

February 2007

## The 5 Key Elements Of Customer Loyalty

1. Branding Creates the Relationship.
2. Content and Presentation of Information Educates the Customer.
3. Exemplary Customer Service Retains and Strengthens Loyalty.
4. Personalization and Segmentation Makes the Experience Relevant.
5. Loyalty Programs Provide a Formalized Way to Court Loyalty.

## Building Customer Loyalty

The second key element to building customer loyalty is educating the customer by providing them the information they need to make an informed decision and also how this information is presented to the customer.

Every member of the IPI team is responsible for ensuring that every inquiry, every sales presentation, every product we deliver, every order that we write and every exchange of information between or within our office is crisp, correct and reflective of what we would want others to perceive IPI to be. This is a lot to digest, but simply stated it is who we are, it is our signature, it is

what others will remember IPI as and what they will tell others about IPI. In a sense, if we were completing a resume, it would be our reference section. Each of these points goes to the heart of our Mission Statement and our commitment to EXCELLENT SERVICE.

A great organization never loses sight of the Content and Presentation of Information to its customers. Every member of IPI is a salesperson and ambassador of good will to the taxpayers of Iowa.

In the next issue, we discuss how the customer service provided to customers affects their loyalty.



## Baysden's Corner

BY ROGER L. BAYSDEN  
IPI DIRECTOR

The measure of any organization lies in its ability to articulate what it will do and then do it. The measure of IPI is how others perceive us, and to a great extent it is the single biggest determining factor of our success.

As I look back over the past 10 years, Iowa Prison Industries (you) has risen to every occasion. You have in your own ways inspired our offender workforce in such a manner that they do understand the impor-

tance of craftsmanship and timeliness of delivery.

Each of you should take enormous pride in knowing that you are changing lives in positive ways. There is no greater treatment that the department could offer an offender than the soft and hard skills that you teach daily, either in your direct capacity or in your administrative support duties.

In order to continue this tradition of excellence and expanded work opportunities, we are nearing the completion of the Anamosa warehouse addition, the construction of

the Rockwell City (Re-Entry) building and the remodel of the soon to open Mount Pleasant (Re-Entry) operation. All of these structures are designed to expand work and training opportunities for our inmate employees. We will also be purchasing a finger jointer machine for Fort Madison. This purchase will reduce the wood waste by as much as 75%!

Thanks for your commitment to success and for the wonderful job that you and your colleagues do daily; you are a tribute to our industry operation and a beacon for others to follow.

## Wood Novelty Items Available At State Surplus

A variety of unique handcrafted wood novelty items are available to purchase at State Surplus. For a price list, please visit our web site at [www.iaprisoinind.com](http://www.iaprisoinind.com) (under Publications / Product Catalogs) or e-mail [ipi.surplus@iowa.gov](mailto:ipi.surplus@iowa.gov).



# Sales & Marketing

## Upcoming Trade Shows

Apr 3 – Iowa Parks & Recreation Assoc, Waterloo

## Customer Spotlight: Iowa Medical & Classification Center

The IMCC Special Needs Unit project is in full swing. This large undertaking has involved months of meetings, blueprints, drawings and finishes to see cabinetry being installed and furniture delivered. Thanks to the staff at IMCC and our own IPI staff, we are looking at bringing this project to a completion over the next few months.

IPI is supplying the three-floor Special Needs Unit with all of its cabinetry, security stations and locker rooms as well as most of its furniture. In all, the project represents about a half million dollars in business for IPI and will be a wonderful showcase for nearly every type of product we build. Most importantly, the IMCC project will provide the IPI shops thousands of inmate work

hours and keeps the Department of Corrections dollars within the state.

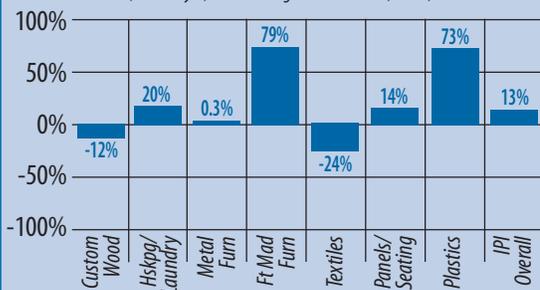
The successful completion of a project of this magnitude could not occur without the hard work of many people. First of all, IPI would like to thank Lowell Brandt, IMCC Warden, for the opportunity to make the Special Needs Unit something special for the Department of Corrections. Also deserving recognition and thanks are IMCC employees Terry Donahue, Business Manager, and Carol Manternach, Purchasing Agent, for their tremendous help in working through every detail of this project. Mickel Edwards at the DOC Central Office was also instrumental in coordinating much of the project between the DOC and IPI.



And last but not least, several IPI staff members deserve a special mention for their work on this project: Sales Rep Michael O'Brien for his attention to detail and direct customer contact, Kim Zimmerman for her coordination of pricing, drawings and deliveries, and the Anamosa warehouse staff for delivery and installation of the entire project. A big thanks goes out to all involved in making the IMCC Special Needs Unit a showcase for IPI products.

### Sales Report Card

#### Sales Change From FY 06 to FY 07 (YTD: July 1, 2006 through December 31, 2006)



Also showing YTD increases are Graphic Arts and Braille at Anamosa, CD-Rom at Mitchellville and State Surplus, Federal Surplus and Move & Install at Des Moines.

#### 2nd Quarter New Customer / New Project Orders

(For a complete list contact the Des Moines office)

Customer	Products	Sales
IMCC Oakdale	Furniture	\$175,073
Univ of Iowa	Chair Refurbishing	\$81,983
DAS	Modular Furn	\$45,000
Titonka Library	Shelving/Tables	\$25,200
ICN Grimes	Chairs	\$22,512
Kothe Library, Parkersburg	Shelving	\$8,465
Northwest IA Comm College	Desks/Chests	\$8,450
Heartland Acres	Custom Benches	\$6,900
Marathon Library	Shelving	\$6,860

#### 2nd Quarter New Customer Sales By Sales Rep

Dennis Barry ..... \$51,000    Scott Klinefelter ..... \$0    Michael O'Brien ... \$466,000    Kevin Peterson ..... \$17,100

#### YTD Customer Satisfaction Card Results

(YTD: July 1, 2006 through December 31, 2006)

	Excellent	Good	Below Average
Sales Representative Knowledge	86.4%	12.5%	1.1%
Timeliness of Delivery	72.8%	24.6%	2.6%
Delivery Service	78.7%	19.5%	1.8%
Quality of Goods	83.4%	16.4%	0.2%
Value for Money	86.5%	13.5%	0.0%
Question/Problems Handled Promptly	86.2%	12.2%	1.5%
Average	81.9%	16.9%	1.2%
	Yes	No	Maybe
Would you recommend us to others?	97.0%	1.1%	1.9%

## IPI Bids Good Luck To John Josten



IPI presented a personalized tote box to John Josten (center). IPI stuffed the box with items to remember IPI such as coffee mugs, travel mugs, pen, pencils, rulers, etc.

Iowa Prison Industries would like to say "Good-Bye & Best Wishes" to John Josten from the University

of Iowa. John has left his position to work with Columbia University in New York. John will be doing the same type of work there as he did here, and we know that he will be dearly missed both by our program as well as the University. John was instrumental with Greg Dirks in starting the program with IPI, and we will miss his support of our program.

We wish John the best of luck in his new endeavor, and who knows, maybe Ft. Madison products will show up in New York in the future?

# IPI Sponsors ACUHO In Iowa City

Iowa Prison Industries recently displayed our products at the Upper Midwest Region of the Association of College and University Housing Officers (ACUHO) on October 25th and 26th. IPI also provided financial support to the University of Iowa who hosted the conference. IPI had a double booth displaying various dorm and lounge furniture samples.

Over 500 hall directors, residence

directors and other residence staff from colleges and universities across the upper Midwest attended the meeting. It was a great opportunity to discuss the IPI program and our mission of providing training for inmates in Iowa's correctional system and how this training allows them to resume a normal life and become taxpaying citizens upon release instead of returning to prison.



“Herky the Hawk” came around to the booth to thank IPI for its sponsorship of the conference and to show

Ann the loft bed that he likes to sleep in. Additionally, Mandy Nesbit, Resident Hall

Director from Buena Vista University, was the lucky winner of IPI's rocking horse door prize.

It is events such as this that allows IPI to broadcast its message to specific market segments, show its support to one of our most valuable market segments (the University of Iowa and all the Regents institutions) and to learn from potential customers what IPI needs to do to remain a leader in dorm furniture in Iowa. As always, IPI thanks all of its wonderful college and university customers and will continue to work hard to meet their housing needs.



## Sales & Marketing Adds New Team Members

The sales and marketing department is proud to introduce the two newest members of the Des Moines team to IPI staff and customers.



Deb Kraft comes to IPI as a Secretary and will be handling customer service and support duties in the showroom for new sales and the State and Federal Surplus operations. She previously

worked for a number of central Iowa organizations in the sales and general administration area. Her skills and fun loving attitude will no doubt bring many years of service to IPI. Welcome aboard, Deb!



The second new member of the team, Dino Costanzo, will be handling the sales and service for our chemicals, plastics, filters and textiles in the Central

and Western parts of Iowa. This is a new position that will help IPI become more customer focused, increase service and also increase overall exposure for these shops. Dino comes to IPI with a background in laundry ownership and experience in sales and benefits management in the insurance industry. His customer-focused attitude is sure to win over new customers to the IPI program. Great to have you with us, Dino!

## Recent Customer Testimonial

### University of Iowa: Memorial Union Event Center Seating

“Great sales / delivery staff. Great product. Pleasure to work with.”

– Cory Lockwood, Manager, Guest & Event Services - December 2006

## Business Office

### Employee Spotlight: Kathy Jaeger



duties in the Business Office. Kathy handles all incoming mail (opening, sorting and distributing) and outgoing mail. Kathy codes all incoming monies (checks or transfers from other state agencies) with their customer number and the invoice numbers being paid. She also processes travel claims for all of IPI. This includes reviewing the information

Kathy Jaeger, who has worked for Iowa Prison Industries for over 10 years, performs a

variety of submitted by staff for accuracy and completeness, coding it for IPI and state purposes and processing it through the state system (13) for payment. Kathy is also responsible for the collection of past due customer accounts for all of IPI's shops.

Prior to state employment, Kathy worked at Dr. Wagoner's office; she is a Certified Dental Assistant and is certified in dental x-ray. Kathy and her husband Jim have four children, five grandchildren and four cats. In her free time, she attends and is church council secretary at St. John's Lutheran Church. Kathy loves attending auctions, antiquing, watching movies, playing bridge and working on special arts projects with her grandchildren.

# Mitchellville

## New Products Unveiled By Panels & Seating

Mitchellville Panels & Seating is, as always, on the lookout for new ways to expand our ability to reach and exceed our customers' needs. A number of new products are in works in the shops.

In our panel division, we offer two types of modular systems; the more common is our ImageMaker line. We just completed a large project for DAS with a new concept for the panels; we only upholster one side of the panel and the other side is laminate. The purpose of this design is to allow the customer to have an upscale office configuration at a minimal cost while maintaining the acoustical benefits of the insulated upholstered side. So far the shop is seeing success with this concept.

As for the seating division, several major projects have been accomplished in the last three months. We have intro-

duced a new family of seating called the Snap

line and have received production training on it. Staff is also learning to assemble and upholster the New Concept Recliner with a 3-day training session with the vendor. The seating division also just completed the major project of refurbishing 1,300 Dakota chairs for the University of Iowa Memorial Union. Another recent project was the completion of numerous chairs for the new IMCC Special Needs Unit. The team is currently in the process of restoring 900 chairs from a dining area of the University of Northern Iowa.



## New Legislature Creates Print Work

The Mitchellville Print Shop has been busy lately working on letterheads and envelopes for the new members of the

House of Representatives. This has proven to be a very large job, providing many hours of inmate training!

# Rockwell City

## Inmates Honored For Program Completion

During a meeting at the Rockwell City IPI shop, six IPI workers were honored for their nine month completion of a pilot program within the shop. This program is designed to assist the offenders by giving them a good head start on becoming gainfully employed once they are released.

Director Roger Baysden, Warden Jim McKinney and Clint Schmidt all spoke about the program, the benefits of work as a tool for rehabilitation and what it means to the North Central Correctional Facility to have IPI as an

employer at the institution. IPI employees 35 offenders from NCCF who each work about 37.5 hours a week.



Front row, left to right: Larry McFarland, Randy Austin, Angel Esquivel, Hiliario Garcia. Back row, left to right: Plant Manager Clint Schmidt, Warden James McKinney, Keith Bruns, Brian Davis, Industries Supervisor Dave London

## CD-Rom Division Always Busy

There never seems to be any "slow" days in the CD-Rom Division.

The data entry staff has been working extremely hard; in the month of December alone, we entered 44,500 registrations for the Department of Natural Resources. This is definitely a new record for us, and we are very proud of our entire team. The Imaging teams have scanned almost 600,000 images this quarter. That's enough paper to line up end to end for over 100 miles!

We are also going to start offering our customers CD/DVD duplication. At the moment we have a project in the works to duplicate 2,500 CDs. These CDs have forms on them that our customer can send to their clients so they can just print out forms as they need them. It's like a modern day print shop!

## Staff Thanked With Holiday Luncheon

Our 6th Annual Holiday meal with all the IPI-Mitchellville employees was held on December 22nd with 52 workers attending. Roger Baysden was present and offered our employees several words of encouragement. We served nachos, loose meat sandwiches (with ALL the extras!), macaroni and potato salads, chips, homemade candies, mini pies with ice cream and of course



several types of sodas! Everyone had more than enough to eat and needless to say... we had a very satisfied team.



## Shops Continue Steady Growth

The Anamosa plant continues to experience steady growth. Currently sales are up 4.3% over last year at this time and sustainable income is also ahead of last year. We continue to operate as efficiently as we are able to ensure that our programs are sustainable over time. We are also making improvements in the shops with the goal of increasing security. Cameras are being installed in the Metal Furniture shop that will also be tied in with the institutional monitoring system. This is one more tool to help provide a safe environment for both our civilian staff and offenders.

## IPI Employees Assist Accident Victims

IPI Anamosa employees Pat Fowler (bottom) and Kent Ashline (top), along with another passerby, pull a passenger from an SUV that had slid off the road and rolled in the ditch. The accident occurred along 180th Street outside of Solon on Tuesday, February 13.

Thank you Pat and Kent for your "Good Samaritan" attitudes and for setting a positive example for all of us.



## Shop Tours & Events Hosted

In October, representatives of Heartland Acres near Independence toured the shops for potential work on their new museum. Also in October, Jennifer Fischer of Jones County Economic Development reviewed our work program.

IPI Anamosa staff enjoyed a pizza

# Anamosa

## Shop Spotlight: Graphic Arts Division

Recently the Graphic Arts division obtained additional equipment to expand the capabilities and turnaround time on orders. Acquired from the DOT printing division, this machinery has improved what we have for printers. Like many of the items we have acquired from other agencies, the additional equipment has created new work opportunities in the shop. This would not have been possible without Bill Janssen's expertise in the graphic arts industry.

The Graphic Arts program has weathered difficult times, but we will continue to learn and look for new work. Currently the shop is working on a student organizer that students use in school to keep track of their daily activities. The Graphic Arts shop employs 20 inmates to produce over 1,100 orders. Plus, our fulfillment service for DHS has completed requests for 4,000 orders.

With current sales 56% ahead of last year, Graphic Arts should finish the year on a positive note.

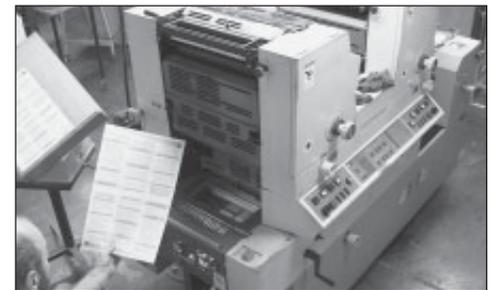
## New Warehouse To Expand Capacity

Construction of our new 50' x 150' warehouse nears completion. The outer shell is up and the finished floor will be poured in January. This building will give us much needed storage space that

will allow us to continue to grow and provide better service.



Graphic Arts staff: Virgil Johnson, Bill Janssen, Lennie Miller & Greg Hart



New Graphic Arts equipment includes a Hamada 2-color press (above) and a platemaker (below).



customers on November 14th. The program allowed sign customers to see first hand the quality work the staff and offenders do. Dr Fuat Aktan from 3M Research Facility gave a presentation in the afternoon on reflectivity and requirements for highways.

# Newton

## Plastics Division Continues Impressive Growth

The State of Iowa can be proud of Iowa Prison Industries Plastics Division. We contribute quite literally to our great state's welfare. We now have several types of plastic bags used in a variety of locations throughout our state's borders. Our bags are a very cost-effective product that ensures safe and secure containment of waste disposal, food storage and special packaging requirements. You may have encountered our plastic bags on several occasions.

Quality products at an affordable price equates into sales, lots of sales! The Plastics Division continues to set records in monthly, quarterly and annual sales. For example, our monthly sales total for December 2006 was up 211% over the same period in 2005. The monthly sales total for December 2005 was up 378% over the same period in 2004. Let's keep those numbers rising!



We "cover" the state of Iowa with our bags, or at least enough to "cover" a large farm. We have sold well over 124 million square feet of plastic bags. That's enough plastic to completely cover a 2,800 plus acre farm! That's enough plastic bags that if they were all laid end to end they would extend over 9,100 miles! Think about how long it would take you to travel from one end to the other. Any way you figure it, that's a lot of plastic bags.

## Canteen Releases New Catalog



A new commissary catalog was recently released providing Iowa's

offenders with an expanded list of products to purchase. The catalog includes several new food, hygiene and electronic items. A new line of athletic undershirts is now available. Our popular sweatshirt clothing line has two newly added larger sizes to accommodate our offender's needs. An emphasis was placed on offering high quality products at a reasonable price. We now have over 1,000 separate product listings in our latest catalog.

## 8,700 Plus Holiday Gift Bags Delivered

Iowa's offenders received a holiday gift bag for Christmas compliments of the Iowa Prison Industries Central Canteen. Each gift bag included a Ramen noodle soup, cheese packet, Chick-O-Stick and a Tootsie Roll. They were created to express our gratitude to

each and every one of our inmate customers for their continued patronage. A special thank you note was also included. Over 8,700 bags were delivered. Believe it or not, this enormous task was accomplished without the use of any elves or flying sleighs!

## Reebok Shoe Program Offered

The Central Canteen now offers a men's Reebok mid-size basketball tennis shoe. The line provides a full range of sizes including half sizes. The shoe will be available for purchase over the next sixty days. The quality and affordable price meets our high standards, and we anticipate this latest product to be well received.

## Inmate Employees Treated To Food Feast

What would be one of the most pleasurable culinary delights to indulge in? How 'bout freshly made doughnuts and miniature cupcakes offered in a wide assortment to select from! Milk and chocolate milk provided for an excellent combination of food and drink. An "all you can eat" buffet allowed everyone to experience a smile on their face and a fully satisfied stomach.

This was a warmhearted way to thank our valued employees for their work ethic they bring to our business each and every day.

### Recent Customer Testimonial: Custom Wood Office Furnishings

"It is imperative that I take this opportunity to express my thanks and congratulations for a job well done. The office furniture that was produced by Iowa Prison Industries for me has far exceeded all of my expectations. Without exception, everyone that sees the furniture raves about its design, attention to detail, esthetic beauty and functionality. Words alone do not fully express my satisfaction.

Please convey my gratitude with everyone involved in this project. They have all earned a heavy pat on the back for a job which I can only describe as pure perfection."

— John Nahra, Senior Judge,  
7th Judicial District - November 2006

## Service Anniversaries



Becky Munoz receives a certificate for 20 years of service to the State of Iowa from Warden John Ault.



Inmate Lira receives a certificate for 5 years of service from Mike Nye.

# Fort Madison

## Furniture Continues To Expand To Meet Demand

Overall, Fort Madison Furniture is having a healthy year; sales are up 81% from last year. Universities, colleges and schools continue to be Fort Madison's largest customers. With increased interest in our dorm furniture from customers in Iowa and from out of state, and as a result of the lockdown in November 2005, we opened a shop at Rockwell City last year and we will be adding another shop at the Mt. Pleasant Correctional Facility in the spring of 2007. Both locations will be part of the Fort Madison Furniture division, giving Fort Madison the ability to better meet our customer's needs.

A finger jointer will also soon be added to the equipment in the Furniture shop. Roger Baysden, Mike Nye and Becky Munoz visited the Pella Corporation (they have six finger jointers) to observe firsthand how the finger jointer can improve Fort Madison's operation. This new piece of equipment will help eliminate the waste of wood, open up a new line of dorm furniture and possibly expand the shop's office furniture lines. The addition of this type of modern equipment also enhances the training our inmate employees receive, helping

them to find better jobs upon release by having more marketable work skills.

Fort Madison Furniture has added a small custom wood shop that has been extremely busy over the past several months making a variety of items such as office furniture and benches. This shop requires the skilled knowledge and expertise of both inmates and staff due to the difficulty of most of the pieces. With this combined effort, they produce high-quality products that have been in great demand. Our new line of Mission office furniture has taken off in leaps and bounds with requests for additional pieces to be added to the line.



## Textiles To Increase Production of Jeans

Textile sales are running 15% behind last fiscal year. A big portion of this decline is due to low volume of jean production, which is causing a lot of the institutions to purchase from other vendors. Even with the decline of sales, this division has only lost \$17,834 compared to last fiscal year when it was running at a loss of \$24,696.

Starting March 1st, IPI Mitchellville will be adding a jean production line to assist Fort Madison in producing large quantities of stock jeans. With this expansion, IPI will be able to start supplying the institutions with jeans starting July 1st.

## Tourism Sales On The Rise

Sales in the Tourism Division were running behind through December but due to the number of requests for the new 2007 Travel Guides in January, sales are now up 6.7% ahead of last year.

Since 1993, we have had a contract with Department of Economic Development to fulfill tourism requests. This contract has been a win-win for both Iowa Prison Industries and Iowa Department of Economic Development. It enables us to train inmates in a marketable skill that will allow them to obtain a job upon their release along with pro-



viding this service to Economic Development at a reduced cost.

Much room for expansion exists in the Tourism Division.

Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal – a commitment to excellence – that will enable you to attain the success you seek."

-- Mario Andretti

Coming together is a beginning. Keeping together is progress. Working together is success."

-- Henry Ford

# Des Moines

## DMPS Winter Break Busy For Move & Install

It was another hectic winter for the Moving and Installation crews. Again this year the MMI crew had to work over the holiday season moving furniture and reassembling the Lincoln High School building for the Des Moines School District. This years task was to return all the furniture for the school's classrooms, gymnasium and library to its proper place. All the property was placed into storage trailers last August

so the contractors could remodel the east wing of the high school. Furniture, books, weight equipment and computer equipment all had to be carried up several flights of stairs to be placed and ready for the spring semester. Again the MMI crew did an outstanding moving all the items and placing them back to their former locations without a scratch to the freshly painted walls or the new floors. Great Job to the MMI crew!

## State Surplus Sales Steady

Surplus has been running a constant business and has been moving a great deal of property through its doors; year-to-date sales this year are more than double last year. Surplus has been dabbling in the eBay concept and just sold a

laptop to someone in New York for \$202. This laptop was not in working order, had no software and we were surprised that anyone would even make an offer. We would be lucky to get anything for it here in Des Moines.

## New Inventory At Federal Surplus



'97 Chevrolet Camaro



'88 Chevrolet 5-10 Pickup



'89 Snowplow Truck with Blade

E-mail [ipi.surplus@iowa.gov](mailto:ipi.surplus@iowa.gov) or visit <http://www.iaprisoinind.com> for more information.

## On The Lighter Side



## Birthdays

Make sure you jot down these upcoming birthdays so you can make sure they have a great day!

### February

- 1 – Kim Zimmerman (AN)
- 2 – Cindy Reck (AN)
- 7 – Ruthie Weideman (AN)
- 12 – Virgil Johnson (AN)
- 21 – Jed Kinion (AN/Farms)

- 10 – Ray Miller (FM)
- 10 – Jane Ross (DM)
- 14 – Gary Sievers (AN)
- 22 – Mark Merfeld (AN)

### March

- 5 – Mike Price (MV)
- 9 – Sandy Bunce (AN)
- 11 – Scott Darr (MV)
- 21 – Mark Meinhardt (FM)
- 22 – Russ Behrends (AN)
- 23 – Darcy Austin (AN)
- 23 – Tammy Luchtenburg (AN)

### May

- 4 – Jeff Otting (AN)
- 10 – Dan Luensmann (AN)
- 13 – Mike O'Brien (DM)
- 15 – Dennis Barry (DM)
- 17 – Kathy Jaeger (AN)
- 18 – Chad Squires (NW)
- 25 – Bob Carlson (AN/Farms)
- 28 – Bill Gehl (AN/Farms)

### April

- 1 – Becky Munoz (FM)
- 4 – Mike Kuper (AN)

Please submit any personal news you would like included in the IPI Newsletter to your plant manager or to Ann Baughman at the Sales Office.

## Family News

### Des Moines

Congratulations to Ann Baughman on the birth of her first child. Bryce Michael was born December 12th. He was 20 1/4 inches long and weighed 7 lb 12 oz.



### Fort Madison

Shari Redden married Kenny Long on October 27th (which also happens to be Kenny's birthday... What a great birthday gift!)